

Council on Postsecondary Education
Request for Proposals
Kentucky Postsecondary Education Enrollment Projections and Impact Analysis

Section I - General Description

This Request for Proposals solicits bids to perform a Kentucky enrollment projections and impact analysis for the Council on Postsecondary Education.

The analysis will update a previous analysis conducted RAND in 1998 and will focus on developing a model to project how many students will need to be in the system by 2020 if Kentucky is to achieve its goals for college-going, participation, retention, and graduation.

The Council on Postsecondary Education is an agency of the Commonwealth of Kentucky established in KRS 164.001 with primary powers and duties established in KRS 164.020.

Section II - Scope of Work

1. General Statement.

The Council on Postsecondary Education seeks a postsecondary education enrollment projections and impact analysis as set forth below. The selected vendor will need to complete the analysis by February 2, 2004.

2. Nature of the Analysis.

The analysis will determine the undergraduate enrollments necessary to be achieved if Kentucky is to be at the national average in a variety of educational attainment and economic well being indices.

The projected enrollments should be based, at a minimum, on the following data and statistics:

- ?? Population projections by county and age group.
- ?? College-going rates by county of recent high school graduates.
- ?? College-going rates by GED earners.
- ?? Participation rates of the population.
- ?? First-year retention rates.
- ?? Transfer rates.
- ?? Graduation rates for the associate degree and the bachelor's degree.

The analysis will include the development of a model to apply national averages to the key goal data above, resulting in Kentucky-specific enrollment projections necessary for Kentucky to achieve by 2020.

Related measurements of what the impact of the desired projected enrollments, if achieved, will have on per capita income and the state's tax base will be based on the following:

- ?? An estimate of the impact of undergraduate credential and degree production.
- ?? An estimate of the impact of graduate-level degree production.
- ?? An estimate of changes in the state's adult population controlling for the out-migration of college graduates.

3. **Process.**

In order for the analysis to be conducted, it will be necessary for the CPE to supply the vendor certain data from the Council's comprehensive database. Some examples include:

- ?? The size of entering cohorts by age and sector.
- ?? The fall-out each year (e.g., the percentage of students persisting after Year 1, Year 2 and Year 3) by sector.
- ?? The number of credentials and degrees awarded by level and sector.
- ?? Other necessary Kentucky-specific data that will be required to complete the analysis.

The vendor will work collaboratively with Council staff to determine the application of national averages versus Kentucky specific-goals to various statistical factors that will be utilized in the projection model.

4. **Deliverables.**

On February 2, 2004, the vendor will provide the following to Council staff:

- ?? A draft, written statement of data and findings.
- ?? A listing of tables and graphs displaying the findings, in PowerPoint form.
- ?? The data tables and calculations utilized to create the model and generate the findings.

The vendor will make any necessary revisions to the above-stated deliverables at the request of Council staff.

Section III - Proposals

Interested parties should submit:

1. A brief description of their firm.
2. A list of the personnel of the firm who will be directly involved in working with the CPE staff. This information should provide brief resumes.
3. The name of the project manager and a brief description of that individual's experience with similar projects.

4. A list of current and past clients of the firm including name, title, phone/fax numbers of references for two recent clients where similar work has been performed.
5. A plan of services, including a project agenda and timelines, that addresses the Scope of Work in Section II. Provide a clear and concise work plan identifying:
 - ?? The major phases of the work to be performed.
 - ?? The estimated amount of time necessary to complete the project.
 - ?? Anticipated completion date.
 - ?? Required assistance from the agency.
6. A proposed cost schedule commensurate with the detailed list of services.

Section IV - Criteria for Selection

1. Reputation, stability, expertness, and experience of designated personnel, including emphasis on project manager's background and experience. The qualification of the staff will be a significant factor. **(20 points)**
2. Reputation of the firm and the technical expertise of the firm. The firm must have a national reputation to be successful. **(10 points)**
3. Plan of services to be provided, including timelines targeted for the completion date. **(40 points)**
4. Cost. **(30 points)**

Section V - Submission and Acceptance of Proposals

1. Proposals should:
 - a) Be mailed to:

**Dr. Sue Hodges Moore
Executive Vice President
Council on Postsecondary Education
1024 Capital Center Drive
Suite 320
Frankfort, Kentucky 40601**
 - b) Include one original and seven copies.
 - c) Be received at the address above by 3 p.m., Wednesday, October 1, 2003.
 - d) Be marked in the lower left hand corner of the outer envelope:

CPE — Enrollment Projections and Impact Analysis.

- e) Include a signed copy of the attached **Campaign Finance Law Compliance** form.
2. Any contract resulting from this RFP shall be a Personal Service Contract pursuant to KRS 45A.695.
3. Any contract resulting from this RFP shall be governed by all provisions of KRS Chapter 45A and the Finance and Administration Cabinet's Manual of Policy and Procedures, both available on-line: **<http://www.state.ky.us/agencies/purch/vipweb2.htm>**.
4. The Council on Postsecondary Education reserves the right to reject any and all proposals and bears no responsibility for any costs of preparing any proposal.
5. Questions pertaining to this RFP should be directed to:

Dr. Sue Hodges Moore
Executive Vice President
Council on Postsecondary Education
1024 Capital Center Drive
Suite 320
Frankfort, Kentucky 40601
Phone: (502) 573-1555 Fax: (502) 573-1535
6. The RFP may be viewed at the Council's web site www.cpe.state.ky.us.

Section VI - Other Requirements

1. The Council anticipates that the contract will be awarded by October 15, 2003.
2. The analysis is due February 2, 2004.

Section VII- Award of Contract

One firm that, in the opinion of the Council, has submitted the best proposal in accordance with the published evaluation criteria will be awarded a contract by the Council on Postsecondary Education for the analysis.

Solicitation #: _____

Campaign Finance Law Compliance

In accordance with the provisions of KRS 45A.110 and KRS 45A.115, each bidder or offeror shall submit this affidavit with the bid or proposal.

I hereby swear or affirm under penalty of perjury that:

- (1) neither the bidder or offeror as defined in KRS 45A.070(6), nor the entity which he/she represents, has knowingly violated any provisions of the campaign finance laws of the Commonwealth of Kentucky, and
- (2) the award of a contract to the bidder or offeror or the entity, which he/she represents, will not violate any provisions of the campaign finance laws of the Commonwealth.

I have fully informed myself regarding the accuracy of the statement made above.

SIGNATURE	Printed Name
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Title	Date
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Company Name _____

Address _____

Subscribed and sworn to before me by _____, _____
(Affiant) (Title)

of _____ this ____ day of _____, 20____.
(Company Name)

Notary Public

[*seal of notary*]

My commission expires: _____